

# JUDSON

## wholesale catalog

**FALL 1958 - SPRING 1959**



This four color plate of the New Pyramid garden is available for use by Judson customers. Use it in your catalogs and advertising to boost your Pyramid sales.

★ NOV 5 1958 ★

U. S. Department of Agriculture

### 1. Bulk shipment

Strawberry plants page 5  
Perennial plants pages 6-7

### 2. Drop shipment

Strawberry and  
Perennial plants pages 8-9

### 3. Retail packages

Perennial plants pages 10-11  
Strawberry plants pages 12-13

### 4. Pyramid garden

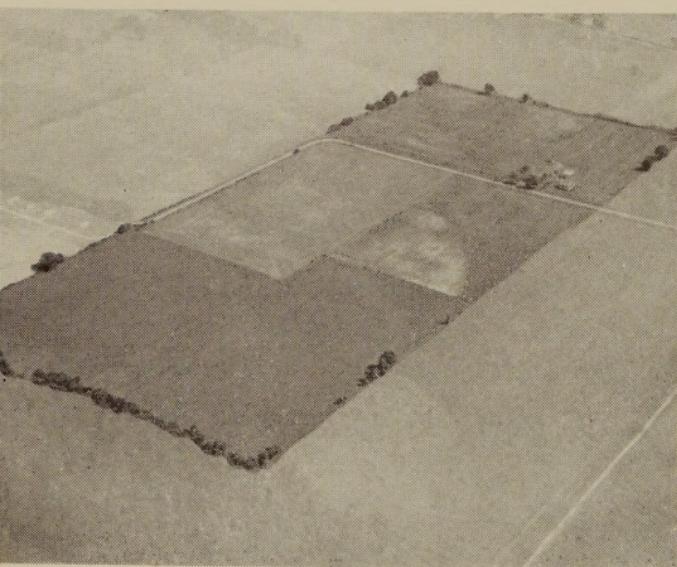
and Accessories  
pages 14-15-16

**JUDSON NURSERIES, INC.**

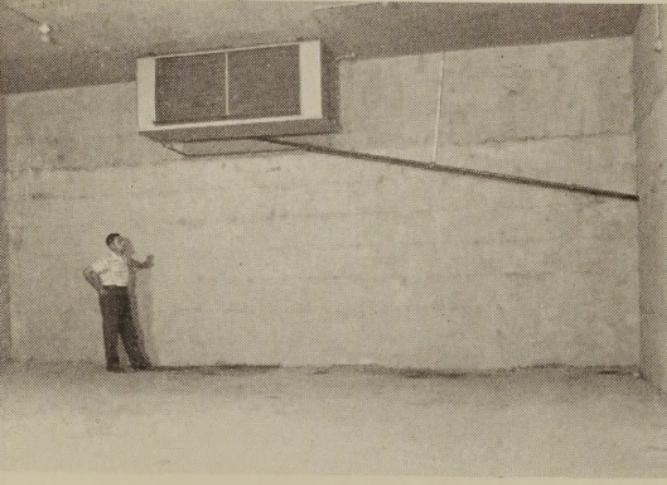
Phone: 1-2945 - Bristol, Indiana

# A quality plant guides Judson

If you could take a trip through the nursery with us today you would quickly see how our planned growth program is shaping up. Two new farms were purchased this year, two new polyethylene greenhouses have been erected, a large new cold storage building is now operating and a unique pallet-conveyor method of processing



Aerial view of first of two farms purchased this year which will permit us to operate a 3-year rotation in isolated areas.



Air-conditioned storage is designed to hold plants in perfect condition winter or summer.



Judson Nurseries win Continental Can Co. "Carton-of-the-Month" Award. See "Plantin' Time" package page 12.

# program

## Nurseries Expansion

strawberry plants was installed. These are some of the important projects that have been accomplished this year. Others are ahead. Our virus-free plant program is being carefully guided in cooperation with the U.S.D.A. and our own State University. Simply, a quality plant program is our aim at Judson Nurseries.

New type Polyethylene greenhouse erected to expand potted perennial production.



This second farm was purchased to gain isolation, necessary for virus free plant production.



A continuing research program on pots, soil mixture and growing methods pack quality into our plants.



# Which Judson service plan best suits your needs

## 1 • Bulk shipment

If your nursery operation is one in which you maintain your own cold storage for handling and processing your own orders then check with Judson on your Strawberry and perennial plant requirements. We have the stock and facilities for processing your large bulk orders promptly and efficiently. Write for quotation now.

## 2 • Drop shipment

Some folks call this "pack-out." Simply, this means that we will handle your individual orders for either Strawberry, perennial and pyramid garden orders and will ship these orders direct to your customer under your label. Order-label tag described on page 9. Many nurseries have used this plan for years and we know how to make it work successfully for you.

## 3 • Retail packages

If you operate a retail nursery sales outlet and can use "care-free," self-service packages, then be sure to check the packaged perennials on pages 10-11 and packaged Strawberry plants on pages 12-13. We offer a wide choice of colorfully packaged plants in packages that have been thoroughly tested.

## 4 • Pyramid Gardens

For extra sales—for added profits don't miss the Pyramid. See pages 14-15-16 for complete information on the NEW Pyramid with NEW accessories. Each Pyramid is separately boxed and contains complete instructions. If you prefer, we can drop-ship the Pyramids for you. New sales folder can help you sell the Pyramid. Write for copy.

# Bulk shipment strawberry plants

If you have your own cold storage facilities and can use plants in 1000 lots our bulk price list will interest you. If you sell Strawberry plants in quantities of 25,000 and over please write for quotation. Don't be disappointed. Place bulk orders early.

## BULK STRAWBERRY PLANT PRICE LIST F. O. B. Bristol, Indiana

### JUNE BEARING

Early Varieties	Per 1000	Midseason	Per 1000
*Blakemore	\$ 9.50	*Robinson	10.00
Premier	12.00	*Catskill	12.00
*Premier	12.00	*Empire	12.00
*Red Glow	14.00	*Armore	12.00
		*Sparkle	12.00
		*Tennessee Beauty	12.00
		*Vermilion	12.00
Early Midseason		*Sure-Crop	14.00
*Dunlap	9.50	*Paymaster	14.00
*Bellmar	10.00	*Jumbo	20.00
*Fairfax	12.00		
*Fairland	12.00	Late	
Pocahontas	12.00	*British Sovereign	12.00
Wisconsin 214	14.00	*Plentiful	14.00

### EVERBEARING

	Per 1000
*Gem	\$20.00
*Superfection	20.00
Streamliner	22.00
Twentieth Century	28.00
Red Rich	78.00

\*Grown from virus-free planting stock



## Transplanted Perennials

	Per 100	Per 1000
Aster, Blue Eyes . . . . .	\$12.00	\$100.00
Aster, Blue Plume . . . . .	12.00	100.00
Aster, Eventide . . . . .	12.00	100.00
Aster, Red Star . . . . .	15.00	145.00
Aster, Winston Churchill . . . . .	12.00	
Artemesia, Silver Queen . . . . .	12.00	100.00
Aquilegia, Crimson Star . . . . .	12.00	
Aquilegia, McKanna's Hybrids . . . . .	14.00	125.00
Aquilegia, Mrs. Nichols . . . . .	12.00	100.00
Belamcanda Chinensis . . . . .	18.00	175.00
Cushion Mum, Bronze . . . . .	12.00	100.00
Cushion Mum, Pink . . . . .	12.00	100.00
Cushion Mum, Red . . . . .	12.00	100.00
Cushion Mum, White . . . . .	12.00	100.00
Cushion Mum, Yellow . . . . .	12.00	100.00
Delphinium, Pacific Hybrid, King Arthur . . . . .	14.00	125.00
Delphinium, Pacific Hybrid, Round Table . . . . .	12.00	100.00
Iberis Sempervirens . . . . .	12.00	100.00
Incarvillea Brevipes . . . . .	12.00	100.00
Liatris, September Glory . . . . .	14.00	125.00
Lilium Tenuifolium . . . . .	14.00	
Platycodon Grandiflora, Blue . . . . .	12.00	100.00
Plumbago Larpentae . . . . .	14.00	125.00
Sedum Spectabilis . . . . .	12.00	100.00
Stokesia Cyanea, Sky Blue . . . . .	12.00	100.00
Teucrium Chamaedrys . . . . .	12.00	100.00
Veronica Spicata . . . . .	12.00	100.00
Violet, Royal Robe . . . . .	14.00	125.00
Iris Kaempferi, Rosa Anna . . . . .	Divisions	10.00
Iris Kaempferi, Hiawatha . . . . .	Divisions	10.00
Iris Kaempferi, Betty F. Holmes . . . . .	Divisions	10.00
Iris Sibirica, Snow Crest . . . . .	Divisions	10.00

## Untransplanted Perennials

Alyssum Saxatile . . . . .	5.00	45.00
Aquilegia, Crimson Star . . . . .	5.00	45.00
Aquilegia, Longissima . . . . .	6.00	55.00
Aquilegia, McKanna's Hybrids . . . . .	7.00	65.00
Aquilegia, Mrs. Scott Elliott's Hybrids . . . . .	5.00	45.00
Aquilegia, Mrs. Nichols . . . . .	5.00	45.00
Aquilegia, Snow Queen . . . . .	5.00	45.00
Asclepias Tuberosa . . . . .	6.00	55.00
Aster Amellus, Goliath . . . . .	5.00	45.00
Campanula Calycanthema, Dark Blue . . . . .	5.00	45.00
Campanula Calycanthema, Pink . . . . .	5.00	45.00
Campanula Calycanthema, White . . . . .	5.00	45.00
Carnation, Grenadin, Golden Sun . . . . .	5.00	45.00
Carnation, Grenadin, Pink . . . . .	5.00	45.00
Carnation, Grenadin, Red . . . . .	5.00	45.00
Carnation, Grenadin, White . . . . .	5.00	45.00
Coreopsis, Double Sunburst . . . . .	5.00	45.00
Delphinium, Pacific Hybrid, Astolat . . . . .	10.00	95.00
Delphinium, Pacific Hybrid, Black Knight . . . . .	7.00	65.00
Delphinium, Pacific Hybrid, Blue Bird . . . . .	7.00	65.00
Delphinium, Pacific Hybrid, Galahad . . . . .	7.00	65.00
Delphinium, Pacific Hybrid, Guinevere . . . . .	7.00	65.00

# shipment perennials

## Untransplanted Perennials (Continued)

	Per 100	Per 1000
Delphinium, Pacific Hybrid, King Arthur .....	\$ 7.00	\$ 65.00
Delphinium, Pacific Hybrid, Round Table .....	7.00	65.00
Delphinium, Pacific Hybrid, Summer Skies .....	7.00	65.00
Delphinium Belladonna Improved .....	5.00	45.00
Delphinium Bellamosum Improved .....	5.00	45.00
Delphinium Chinensis, Blue Mirror .....	5.00	45.00
Dianthus Barbatus Aricula .....	5.00	45.00
Dianthus Plumarius, Spring Beauty .....	5.00	45.00
Digitalis, Excelsior Hybrids .....	5.00	45.00
Gaillardia, Burgundy .....	5.00	45.00
Gaillardia, Monarch Strain .....	5.00	45.00
Gaillardia, Portola Hybrids .....	5.00	45.00
Gypsophila, Double Snowflake .....	6.00	55.00
Hibiscus, Avalon Hybrids .....	6.00	55.00
Iberis Sempervirens .....	5.00	45.00
Iris Kaempferi .....	6.00	55.00
Lathyrus Latifolius .....	6.00	45.00
Lilium Tenuifolium .....	6.00	45.00
Lupine, Russell Strain .....	7.00	65.00
Liatris, September Glory .....	6.00	55.00
Lychnis Forrestii .....	5.00	45.00
Matricaria, Ball's Double White .....	5.00	45.00
Nepeta Mussini .....	5.00	45.00
Pentstemon, Avalon Mixture .....	6.00	55.00
Platycodon Grandiflora, Blue .....	5.00	45.00
Pyrethrum, Robinson's Dark Crimson .....	7.00	65.00
Pyrethrum, Robinson's Hybrids .....	7.00	65.00
Shasta Daisy, Alaska .....	5.00	45.00
Statice Latifolia .....	6.00	55.00
Stokesia Cyanea, Sky Blue .....	5.00	45.00
Veronica Spicata .....	5.00	45.00

## PHLOX

### Variety

Variety	Description
Adonis .....	Crimson
American Beauty .....	Clear, deep pink
Chieftain .....	Deep crimson
Caroline Vandenberg .....	Lavender-blue
Daily Sketch .....	Salmon-pink, red eye
Dresden China .....	Soft pink
Elizabeth Arden .....	Delicate pink, red eye
Eva Forrester .....	Salmon-rose, white eye
Flash .....	Crimson-red
Fuchsia .....	Fuchsia
July Glow .....	Deep red
Leo Schlageter .....	Bright scarlet
Morgenrood .....	Wine-red
Prime Minister .....	White, red eye
Pinkette .....	Light, faint pink
Pink Gown .....	Deep pink
Ruby Lee .....	Wine-red
Salmon Glow .....	Salmon-pink
World Peace .....	Pure white
White Admiral .....	The best pure white
Wm. Kesselring .....	Violet, white eye

25 or more \$15.00 per 100

250 or more \$120.00 per 1000

# Drop Shipment

## strawberry and perennial plants

These prices are your wholesale drop-shipment prices on June and Everbearing Strawberry plants. Make a selection of the varieties you wish to sell and we will ship your individual orders direct to your customers for you. See order-label tag information on next page.

### DROP-SHIP PRICE LIST STRAWBERRY PLANTS JUNE BEARING

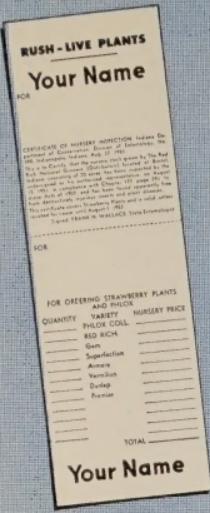
12

✓ *Blakemore	.....	\$
✓ *Dunlap	.....	
✓ *Robinson	.....	
✓ *Bellmar	.....	
✓ British Sovereign	.....	
✓ *Catskill	.....	
✓ *Fairfax	.....	
✓ *Fairland	.....	
✓ *Pocahontas	.....	
✓ *Premier	.....	
Premier	.....	
✓ *Sparkle	.....	
✓ *Tennessee Beauty	.....	
✓ *Armore	.....	
✓ *Empire	.....	
✓ *Vermilion	.....	
✓ *Paymaster (Trade Mark)	.....	
✓ *Red Glow	.....	
✓ *Sure-Crop	.....	
✓ *Plentiful	.....	
✓ Wisconsin 214	.....	
✓ *Jumbo	.....	

### EVERBEARING

✓ *Gem	.....	
✓ *Superfection	.....	
✓ Streamliner	.....	
✓ Twentieth Century	.....	
✓ Red Rich (Plant Patent No. 993)	.....	\$1.50
RED RICH® retail prices	.....	2.95

\*Grown from virus-free planting stock



## **Here's How it works . . .**

We have order-shipping tags for Strawberry plants, perennials and pyramid gardens. Tags are supplied at no charge. Over 1,000 we imprint your name, less than 1,000 use your own stamp. Tags carry inspection certificate and fill-in space for quantity, variety, customers name and address. The stub is returned to you with your invoice as proof of shipment. Estimate your tag needs now.

## PERENNIALS

Write for our complete perennial drop-shipment listing. We feature special collections and will handle your orders and ship direct to your customers under your label.

FALL 1958 — SPRING 1959. Prices Are Postpaid in U. S. Only.

25	50	100	250	500	1000
\$ .90	\$ 1.40	\$ 2.20	\$ 4.50	\$ 7.50	\$12.50
.90	1.40	2.20	4.50	7.50	12.50
.95	1.45	2.30	4.65	7.75	13.00
.95	1.45	2.30	4.65	7.75	13.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.00	1.55	2.50	5.15	8.75	15.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.05	1.65	2.70	5.65	9.75	17.00
1.20	1.95	3.30	7.15	12.75	23.00
1.20	1.95	3.30	7.15	12.75	23.00
1.25	2.05	3.50	7.65	13.75	25.00
1.45	2.45	4.25	9.65	16.75	31.00
2.50	4.25	8.25	20.50	40.50	80.50
5.00	8.50	15.00	32.50	62.50	120.00

a quality plant nursery

# Retail packaged perennials

Your choice of perennials in  
these tested packages



## JUD-PAK PLANTS

Jud-Pak plants are used especially for dormant perennial plants. Plants are kept in our humidified storage to maintain peak-of-condition. Prior to shipment they are wrapped in polyethylene and jacketed in the bright, full color Jud-Pak wrapper.

## REDI-PLANT potted perennials

An attractive carry-out carton for larger unit sales. Each carry-out carton holds three separately potted and growing perennials. Full color illustration and plant description on front panel with planting suggestions on back. REDI-PLANT COLOR COLLECTIONS: Each three-plant carton can be packaged to hold one each of the following: PHLOX—red, pink, blue; CARNATIONS—red, pink, white; CUSHION MUMS—red, yellow, pink; CANTERBURY BELLS—pink, white, blue.

## PRICE LIST

**JUD-PAK:** 36 individually wrapped plants of one or assorted varieties per case. Less than 10 cases \$7.20 per case. (20c per pkg.) Over 10 cases \$6.84 per case. (19c per pkg.)

**BLOOMIN' GOOD:** 50 individually wrapped plants per case. Less than 5 cases \$10.00 per case. (20c per plant.) Over 5 cases \$9.50 per case. (19c per plant.)

**REDI-PLANT:** Three potted perennials are packaged in each carry-out carton. 12 cartons—36 plants—per shipping case. Less than 10 cases 60c per carton of three plants; \$7.20 per case. Over 10 cases 55c per carton of 3 plants; \$6.60 per case.

**PLANTIN' TIME:** 48 individually wrapped plants of one or assorted varieties per case. Less than 5 cases \$9.60 per case. (20c per plant.) Over 5 cases \$9.12 per case. (19c per plant.)

Combined shipment of 10 cases will be prepaid. Less than 10 cases f.o.b. Bristol, Ind.

It's really a simple matter to see how well you can sell packaged perennials. Test! Put them on display and watch results. If they go fast, you know you have a market and a reliable source of supply. Shown here are four tested packages developed by Judson. Choose the package that suits you best.

### BLOOMIN' GOOD PLANTS

These are root wrapped perennials, many of which will show foliage. An ideal rectangular package for shelf display. Packages are black with four-color picture labels showing plant variety. One plant per package with planting instructions.

### PLANTIN' TIME PLANTS

One individually potted—live, growing plant per package. Plant is held in ventilated plastic pot and moisture retaining "poly" bag. No daily watering, no loose soil. Plants should be placed in best location for maximum light. Full color illustration and variety name make selection quick and easy. Planting instructions on package.



### Variety Listing for All Perennial Packages

#### VARIETY

	DESCRIPTION
*Asters	Blue, Red, White
Baby's Breath, tall	Double White
Bleeding Heart, old fashioned	Red
*Canterbury Bells (Biennial)	White, Blue, Pink
● *Carnations	White, Red, Pink
● *Chrysanthemums, Cushion	Pink, Bronze, Yellow, Red, White
● *Chrysanthemums, Hardy	Yellow, Red, White
● *Columbine	Mixed Shades
Coral Bells	Pink
Coreopsis	Yellow
Day Lilies	Yellow
● *Delphinium	Mixed Shades of Blue
● *Gaillardia	Orange-red
● *Garden Pinks	Mixed Shades
Hibiscus	Shades of Pink and Red
● *Painted Daisies	Shades of Pink
Phlox, Creeping	Red, White, Pink and Blue
● *Phlox, Hardy	
Prime Minister	White with Red eye
Daily Sketch	Cameo-pink
Salmon Glow	Salmon-pink
Ruby Lee	Dark Red
Flash	Light Red
Starlight	Lavender
● *Shasta Daisy	White
Sweet Lavender	Lavender
Sweet William	Mixed Shades

\*Indicates varieties available in Redi-Plant. Hardy Phlox by color only: red, white, pink and blue.

● Indicates varieties available in Plantin' Time. Hardy Phlox by color only: red, white, pink and blue.

# Retail pack



## JUD-PAK STRAWBERRY PLANTS

25 Strawberry plants are wrapped in each Jud-Pak package. Package features full color illustration and planting instructions. In ordering we suggest you consider at least two June bearing and one ever-bearing variety.



## PLANTIN' TIME

This award winning package holds twenty-five Strawberry plants in a container that stands up for easy counter or shelf display. Attractive full color package with planting instructions. Variety name on each package.

## JUD-PAK and PRICE

### JUNE BEARING

	Per Pkg.	Per Case
Blakemore .....	\$ .50	\$12.00
Dunlap .....	.50	12.00
Premier .....	.55	13.20
*Paymaster .....	.60	14.40

\*(Recommended as a fine Strawberry for freezing)

# boxed strawberry plants



## Everbearing RED RICH®

(Plant Patent 993)

This is the carton that has been featured in nationally advertising the famous Red Rich everbearing Strawberry plant. It's a beauty of a box with bright red Strawberries on a white background with the name "Red Rich" carried in a dark green panel. Plants are jacketed in polyethylene.

### ESTABLISHED RETAIL:

12 Plants \$2.95; 25 Plants \$5.00; 50 Plants \$8.50; 100 Plants \$15.00; 250 Plants \$32.50; 500 Plants \$62.50; 1000 Plants \$120.00.

### WHOLESALE PREPAID PRICE LIST:

1 Case (250 Plants) \$20.50; 2 Cases (500 Plants) \$40.50; 4 Cases (1000 Plants) \$80.50.

Red Rich plants are available in standard packaging of 12 and 25 plants per carton.

## PLANTIN' TIME LIST

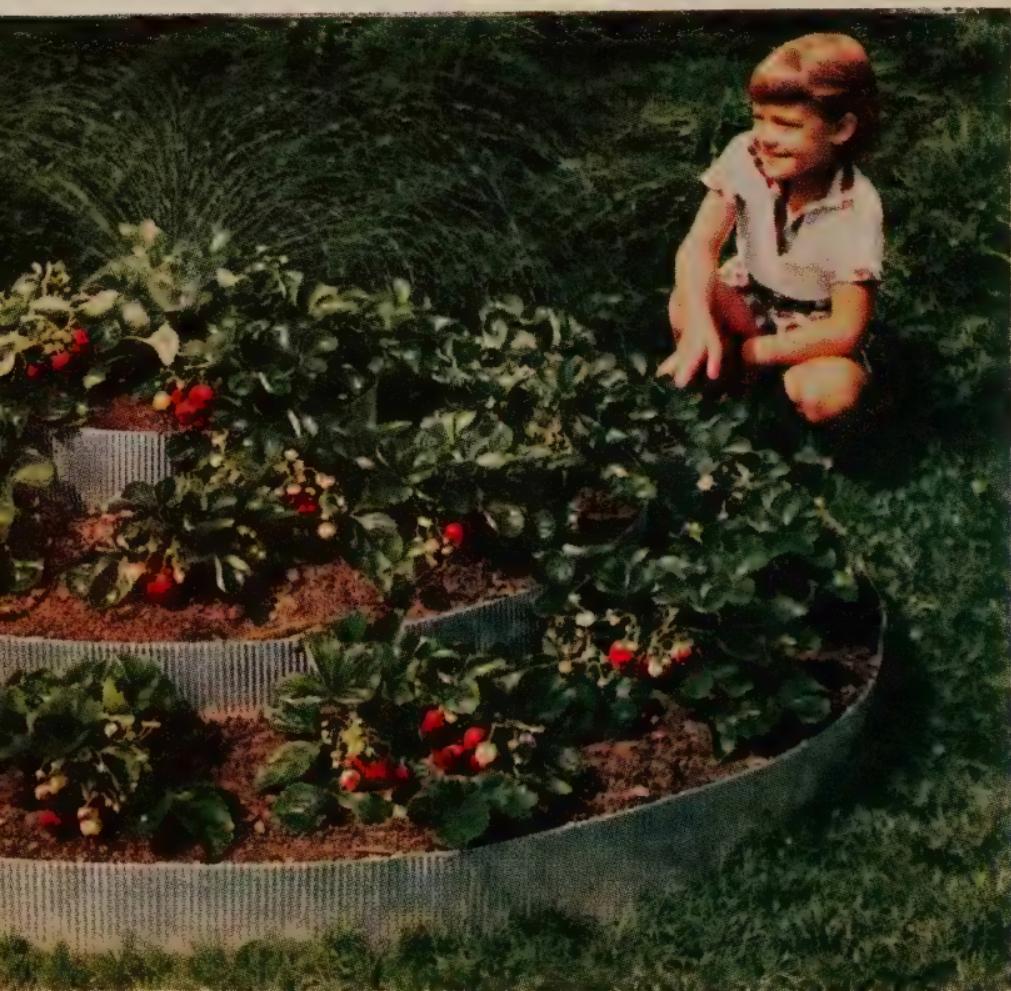
EVERBEARING	Per Pkg.	Per Case
Gem .....	\$ .80	\$19.20
Superfection .....	.80	19.20
Streamliner .....	.80	19.20
Twentieth Century .....	1.05	25.20

24 Packages (25 plants per package)—600 plants—per shipping case.  
Weight 25 lbs. per carton—Prepaid.

a quality plant nursery

# PYRAMID®

CORRUGATED ALUMINUM  
COMPLETE SPRINKLER INCLUDED



This is the brand new, redesigned Judson Pyramid garden. SIX FEET in diameter with three planting terraces. The 5 inch aluminum bands are now attractively corrugated and the completely new sprinkler is included as standard equipment with no increase in price. Remember, the sprinkler is no longer an accessory but is packaged in the Pyramid box and includes the sprinkler head, tubing and hose connection. New literature not only has instructions, but does an excellent sales job on new accessories.

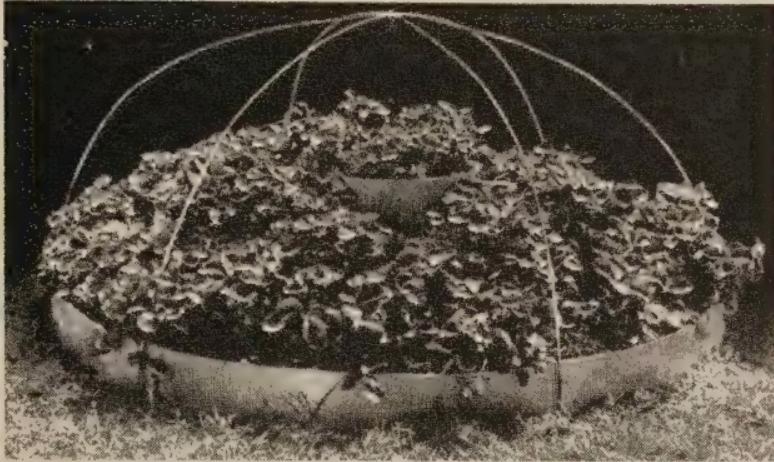
#### WHOLESALE PRICE LIST

(Note: If you wish Pyramids shipped to you in unit lots of 6 or more use the F.O.B. Bristol, Indiana price list. If you want us to drop-ship unit Pyramids direct to your customer use the Postpaid price list.)

F.O.B. BRISTOL, INDIANA	Postpaid Your Customers Using Your Shipping Tag	Suggested Retail Prices
PYRAMID .....	\$5.50	\$6.15
Includes complete sprinkler, tubing, hose connection.		
ACCESSORIES FOR PYRAMID		
SUPPORT STRIPS .....	2.10	3.95
COVER (Plastic) .....	4.00	6.95
NET .....	4.00	6.95

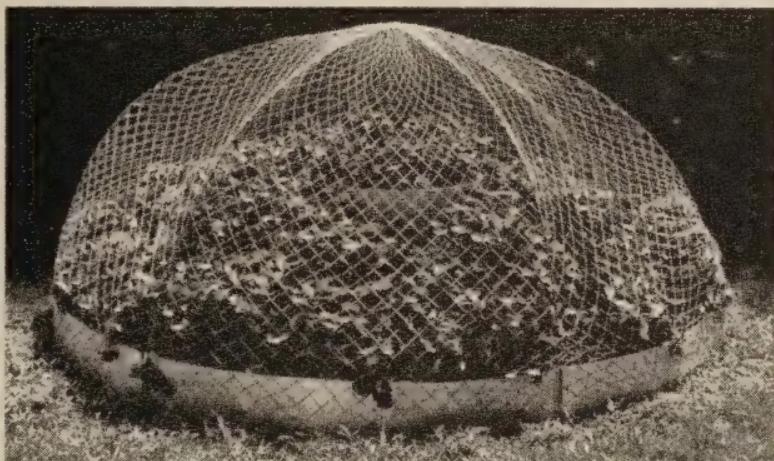
# NEW PYRAMID ACCESSORIES

For Added Sales Appeal



## SUPPORT FRAME

We have entirely re-designed this new support frame. Separately packaged—made of green plastic covered steel wire to form a perfect hemisphere over Pyramid. Frame is required for both netting and plastic cover.



## NETTING

This newly designed net is made for us by people who manufacture marine netting. Net is suspended over support frame. Protects Pyramid from birds, also holds mulch for winter protection.



## PLASTIC COVER

Completely new plastic cover designed for new frame. Can be used in two ways: 1. For early planting and frost protection of Strawberry plants. 2. Can be used as a hotbed for production of vegetable plants to be transplanted after danger of frost.

# Space saving PYRAMID

can be used in these interesting sales producing ways

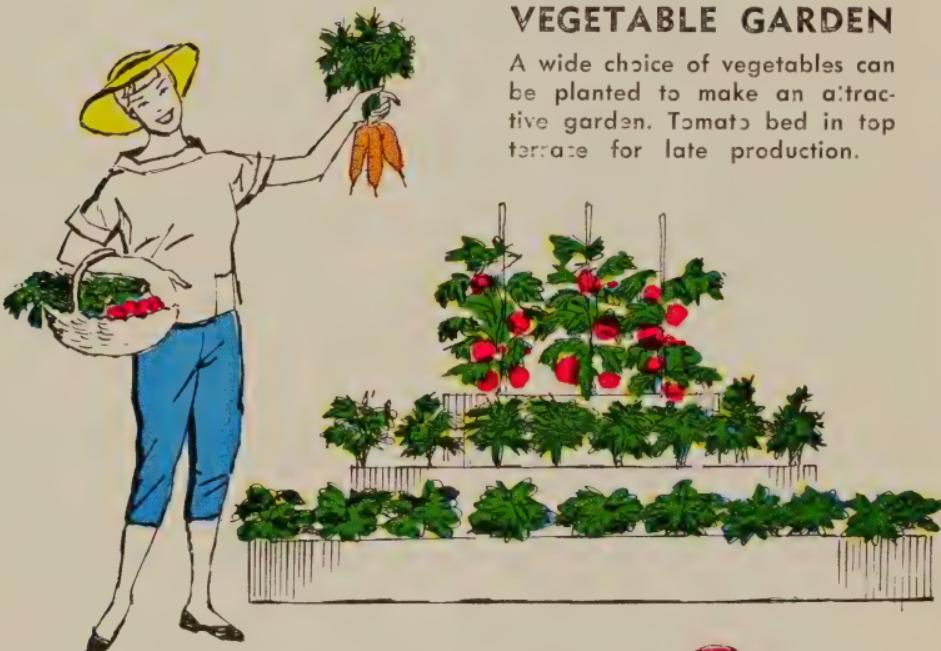
## STRAWBERRY GARDEN

We recommend planting 50 everbearing Strawberry plants . . . especially the top-quality Red Rich everbearing.



## VEGETABLE GARDEN

A wide choice of vegetables can be planted to make an attractive garden. Tomato bed in top terrace for late production.



## FLOWERING PYRAMID

When planted with annual flowers you produce an attractive garden centerpiece with Pyramid. We recommend annuals such as Petunias, Snapdragons, Marigolds, Pansies, Zinnias, Ageratum and Geraniums. Bloom all summer long.



Please use these registered  
**JUDSON TRADE MARKS**

**red rich**

EVERBEARING

PLANT PAT. No.993 R

**PYRAMID** R

In catalogs and other advertising for Red Rich and the Pyramid Garden be sure to request cuts of these registered trade marks. We will appreciate your cooperation in this matter as these trade marks belong to Judson Nurseries, Inc.

# Aero-Pot\*

\* TRADE MARK REGISTERED

A new Plastic Pot for Nurserymen and Florists in which you can grow plants as well as in a clay pot, yet—

- Costs Less
- Is Much lighter in Weight
- Easily Sterilized and Re-used
- Takes Less Space on Bench
- Provides Proper Aeration and Moisture Drainage



## SPECIFICATIONS

One size only, as follows:

Outside Dimensions:

2 1/16" diameter at top

1 7/16" diameter at bottom

2 15/16" tall

Inside Dimensions:

2" diameter at top

1 3/16" diameter at bottom

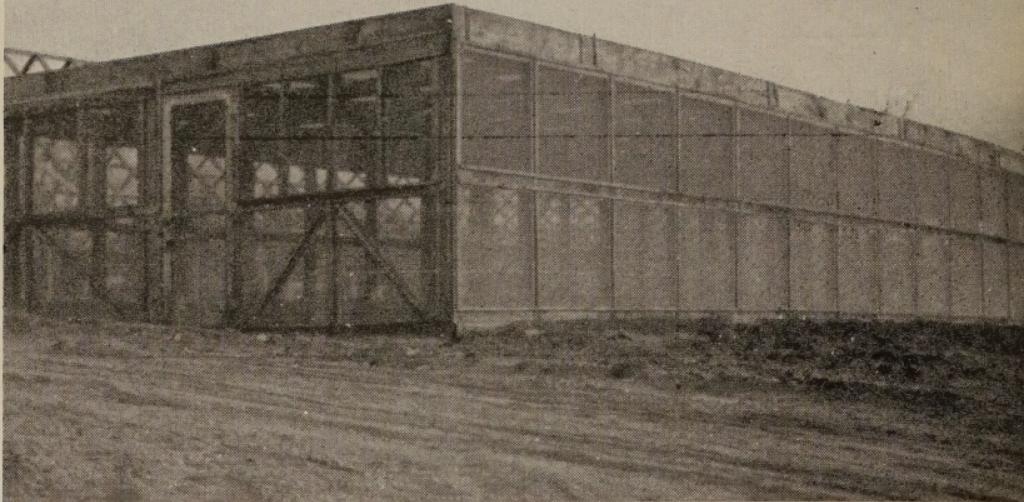
2 13/32" deep

## PRICE LIST

F.O.B. Shipping Point

1 to 4000 .....	\$15.00 per M	25 to 49M .....	12.00 per M
5 to 9000 .....	14.00 per M	50 to 99M .....	11.00 per M
10 to 24M .....	13.00 per M	100M and up ...	10.00 per M

Minimum Order 1000 pots (1 case)  
(Complete folder upon request)



## JUDSON quality plant program

Considerable attention has been given to virus-free Strawberry plant production in recent years and the Judson Nurseries have cooperated in this effort along lines recommended by the U.S. D.A. as well as Purdue, our own State University. Indexed virus-free plants are grown in our own screen house to increase our planting stock. These plants are then planted in isolated fields that have been fumigated and have at least fifteen hundred feet isolation. These fields supply our second generation plants for our commercial plantings. We consider the virus-free

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## Newspaper mats, printing plates . . . banners for your use

If you plan to advertise in your local newspaper write for a set of our ad builder mats. These are not complete ads but attractive headings that you can use in planning your own Strawberry, perennial and Pyramidal Garden ads. We also have a complete selection of four-color printing plates on Red Rich and other Strawberry plants. Banners on Pyramid, Strawberry and perennial plants also available.



## means Better Customers for You

program as one part of our over-all effort to supply top quality plants to our customers. Equally important is the common-sense planning taught by years of experience at Judson Nurseries. The purchase of two new farms, the recently constructed storage, the new pallet method of processing plants, the continuing research in packaging . . . these, plus many more form the pattern of our plan: simply, to supply good plants . . . the kind of plants that make your customers—good customers.

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## PLANT RESERVATIONS

It will be especially helpful to us and to you, too, in handling your Strawberry and perennial requirements if you will send us a reservation order (based on last year's sales) well ahead of the shipping season. This reservation order can, of course, be adjusted up or down, but when we receive it we will set aside and hold the plants you have reserved. This will help us serve you better.



## A complete line of perennials

**BULK PERENNIALS** Pages 6 - 7

**DROP SHIP PERENNIALS** write for list

**RETAIL PACKAGES** Pages 10 - 11

We have again expanded our perennial program at the nursery and whether you need perennials for bulk, drop-shipment, in special collections or single varieties, we urge you to check our complete listing.



**JUDSON  
NURSERIES  
Inc.**

**Phone 1-2945 Bristol, Indiana**